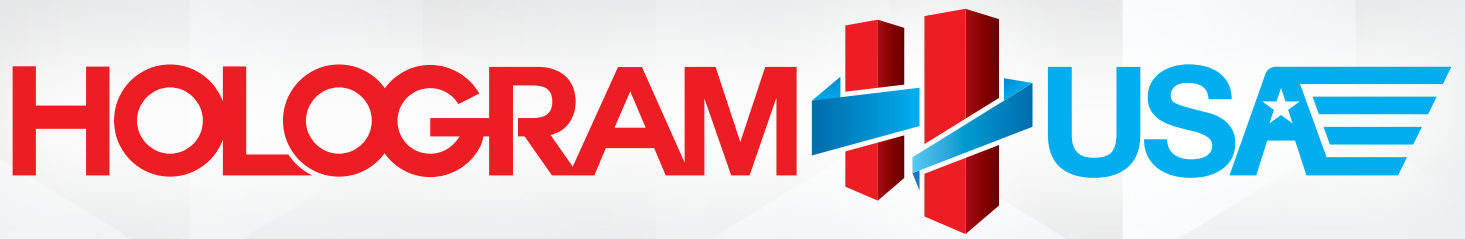


HOLOGRAMUSA
www.hologramusa.com



THE WORLD'S **FIRST** AND **LARGEST** HOLOGRAM ENTERTAINMENT COMPANY

ORIGINAL CONTENT CREATED UTILIZING FILMON'S EXCLUSIVE PARTNERSHIP WITH SISTER COMPANY **HOLOGRAMUSA** ENABLES ADVERTISERS TO TAKE ADVANTAGE OF DIGITAL LIKENESS RIGHTS THAT HOLOGRAMUSA EXCLUSIVELY OWNS TO INCLUDE: **WHITNEY HOUSTON, BOB MARLEY, PATSY CLINE, LIBERACE, ANDY KAUFMAN, REDD FOXX** AND MANY MORE <http://www.hologramusa.com/talent/>

- ▶ PROPRIETARY, LIFELIKE "3D" TECHNOLOGY.
- ▶ AVAILABLE FOR CONCERTS, TRADE SHOWS, AND EVENTS OF ALL KINDS.
- ▶ COMING SOON: HOLOGRAM TOUR EXPERIENCE

HOLOGRAM *productions:*

- ▶ HOLOGRAM INNOVATIONS: WWW.HOLOGRAMUSA.COM
- ▶ JIMMY KIMMEL LIVE FROM THE COUNTRY MUSIC AWARDS
 - ▶ TUPAC COACHELLA
- ▶ MARIAH CAREY ACROSS 5 COUNTRIES, SPONSORED BY T-MOBILE
 - ▶ HOLOGRAM TRUCK



Whitney Houston Hologram Coming In 2016

By Joe Lynch | September 11, 2015 5:17 PM EDT



From the Archives: Ten Things That
Kissed Off Tom Petty
AND MORE



Whitney Houston Hologram to Tour World in 2016

Project organized by Hologram USA in conjunction with singer's sister, Pat

BY BRITTANY SPANOS | September 11, 2015

WHITNEY HOUSTON TOUR MAKING WAVES IN 2016

Project organized by Hologram USA in conjunction with singer's sister, Pat

The late Whitney Houston will return to the stage as a hologram next year. The project is being organized by Hologram USA in conjunction with Pat Houston, the singer's sister and president of her estate.

The virtual recreation of Houston will be a multimedia endeavor. Not only will the hologram premiere at a U.S. venue and tour the world, but the content created by FilmOn Studios will be syndicated across all digital and cable platforms. The show will be interactive and feature the singer's greatest hits alongside as-yet-unannounced special guests.

"I was heartbroken when Whitney passed away in 2012," Hologram USA and FilmOn CEO Alki David said in a statement. "The opportunity to share her spectacular gifts with the world again is exactly what I hoped for when I built the hologram business. I'm confident we'll create the ultimate celebration of Whitney's amazing artistry."

"It's a great opportunity for her fans to see a reinvention of one the most celebrated female artists in history and to continue a legacy of performances that will not be forgotten in years to come," Houston's sister Pat, who serves as president of Houston's estate, added in a statement.



BILLIE HOLIDAY, VIA HOLOGRAM

RETURNING TO THE APOLLO

Billie Holiday often sang about being blue, but when she appears at the Apollo later this year she'll be closer to translucent. The Apollo has partnered with Hologram USA to bring extended, permanent hologram technology to the theater. Ms. Holiday, who performed at the Apollo in the flesh nearly 30 times, will be the first, and is scheduled to debut around Thanksgiving.

The Apollo says it will be the first theater in the United States to offer continuing presentations with hologram technology. It plans to use the technology to supplement its daytime programming, which focuses on history and education. The theater has an exclusive deal with Hologram USA and it will be the only host of the company's technology in New York over a two-year period.

Ms. Holiday was a natural first choice for this project: she made her debut at the Apollo at 19 years old and was inducted into the Apollo Hall of Fame for her centennial in April. Her voice will be taken from audio recordings, with her estate's approval, to create an interactive show.

"Billie is going to be able to talk about the history of the Apollo," said Jonelle Procope, the Apollo president. "She can take questions from the audience in an interesting way. She can sing some songs."



TUPAC SHAKUR

COACHELLA

Tupac Shakur was one of the greatest rappers in the world, influencing countless musicians, artists, and hip-hop stars the world over. Tupac sadly lost his life in his prime, passing away September 13, 1996. It was a mind-blowing treat to then see him resurrected at the 2012 Coachella music festival as he performed live with Dr. Dre and Snoop Dogg.

Hologram USA patents provided the technology to bring this to life and provide a memorable experience to honor the late artist. The reaction to the performance was explosive. Some numbers to give you an idea of the impact just days after the performance:

- ▶ MORE THAN 50,000 DOWNLOADS OF TUPAC'S TOP TWO SINGLES
- ▶ MORE THAN 50 MILLION GOOGLE SEARCH RESULTS
- ▶ 25 MILLION VIEWS ON YOUTUBE WITHIN THE FIRST 48 HOURS

People are still talking about it now, more than 3 years later. In fact, the holographic illusion is so ingrained in pop culture, that it was featured in an episode of the Simpsons, Family Guy, and Saturday Night Live. The entire performance is the definition of viral and presents an interesting case study into the virality of content on the internet.

Video: youtu.be/_CgcuCnrXo4



JIMMY KIMMEL LIVE

COUNTRY MUSIC AWARDS CROSSOVER

Jimmy Kimmel made television history on November 5, 2014 when he used Hologram USA's patented technology to "beam" himself from his Hollywood, CA television studio to The Country Music Award Theatre in Nashville, TN. Kimmel then performed his late night talk show monologue in 2 cities in front of 2 live audiences simultaneously. Later in the show, CMA winner Kacey Musgraves was "beamed" from Nashville to Hollywood for a live hologram interview. Then, country artists Florida Georgia Line was beamed onto Kimmel's 40 foot outdoor stage to perform a couple of their hit songs.

Perhaps this historic episode of Jimmy Kimmel Live set the standard of how interviews and performances of the future will be done. The days of flat screen images live via satellite or skype is over!

Video: www.hologramusa.com/news/jimmy-kimmel-interviews-cma-award-winner-kacey-musgraves-via-hologram/



THE NANTUCKET PROJECT

LIVE JULIAN ASSANGE TELEPRESENCE

The Nantucket Project is one of the world's great gatherings, each year hosting preeminent thinkers, leaders and innovators in a wide range of fields. Using Hologram USA patented technology, The Nantucket Project "beamed" in Julian Assange from Julian's hideout inside of the Ecuadorian Embassy in London to Nantucket, a tiny island off the coast of Massachusetts on 9/28/14. For 90-minutes, Assange opened the floor to Q&A and was interviewed in real time by an interviewer who was actually on stage.

Within minutes of Assange's hologram materializing on stage, #AssangeHologram became a worldwide Twitter trending topic and quickly made it to some of the biggest news outlets including Time Magazine, Vanity Fair, The New York Times, and The Washington Post. A clip of the interview was even featured on The Tonight Show the following evening.

Video: www.hologramusa.com/news/julian-assange-appears-united-states-live-onstage-hologram/



FAST & FURIOUS SUPERCHARGED

UNIVERSAL STUDIOS HOLLYWOOD

To celebrate the 50th anniversary of the world famous studio tour, Universal Studios Hollywood licensed Hologram USA's patented hologram technology for the "Fast & Furious - Supercharged" ride as the grand finale of the tour.

Visitors to the theme park can ride along with the all-star cast from the hit movies on an exhilarating high-speed chase that exceeds 120 miles per hour which catapults them into the high-stakes underworld of fast cars and international crime cartels.

Vin Diesel was one of the first humans to take the thrill ride during its grand opening celebration. He tells USA Today that he was blown away seeing himself. His son Vincent Sinclair, 5, also had problems comprehending. As Diesel told USA Today afterwards, "It was surreal. My son looked over at me during the ride and said, 'There's two of you.' I've never had that happen to me before."

Video: www.youtube.com/watch?v=imgT8LBeohM



DEUTSCHE TELEKOM'S HOLOGRAM CHRISTMAS SURPRISE

WITH MARIAH CAREY IN 5 DIFFERENT PLACES AT ONE TIME

The cold, crisp air hangs over the town's central square. Throughout the wintry day, the collective attention of passersby is on an enormous white Christmas gift placed at the plaza's center. As dusk falls, a noise emerges from the box. A crowd gathers. In an explosion of light and sound, Mariah Carey emerges, performing a moving rendition of Silent Night. Then, as suddenly as she appeared, she disappears – this time in a dazzling 3D shatter of glitter, sparkles and confetti. The captivated and overjoyed crowd pauses in amazement before the performer miraculously reappears and delivers her upbeat version of All I Want for Christmas Is You.

In fact, spectators in five European cities are watching the event – which features a hologram of the famous singer – simultaneously, unwittingly taking part in a unique T-Mobile promotional event featuring VFX by MPC New York. The studio used Hologram USA patented technology to create the memorable event.

“We were thrilled to be involved with T-Mobile's holographic event,” noted MPC EP Justin Brukman. “To take part in an event choreographed across five global markets was a special challenge. With careful coordination, I think we contributed to a really memorable evening for a lot of people.”

MPC's work stands out in the Mariah explosions and surrounding transitions on and off the stage.

Audiences in Macedonia, Germany, Montenegro, Croatia and Poland watched the live event, while people across the globe tuned in to a live broadcast via www.lifeisforsharing.tv, which soon went viral on YouTube and elsewhere.

Video: youtu.be/nH2dBHZ47uU



LES DAWSON

THE AUDIENCE THAT NEVER WAS ON ITV

Les Dawson was just two weeks away from recording *An Audience With Les Dawson*, the latest in a distinguished line of legendary comedic talent to be honored with an invitation to perform in front of an invited celebrity audience.

Now, twenty years later this special tribute tells the story of the television event that never was, revisit the original content planned for that show, and uniquely present it for a celebrity studio audience specially invited to enjoy the show that never was.

Through using 3D holographic projection, the show produces a “staggeringly realistic” hologram of Les Dawson performing in his distinctive style - just as he would have done on *An Audience With Les Dawson*.

The original producer of *An Audience With Les Dawson* in 1993 was Claudia Rosencrantz, who executive produced this special. Claudia said: “It was wonderful working with Les Dawson and devastating when he died two weeks before the recording. His death was not only a shocking loss for his family, but it was also a huge loss of a uniquely brilliant comedic voice. This show has always haunted me as the show that was so nearly made. So it’s an honor to be making *An Audience With That Never Was* to mark the twentieth anniversary of his death. The first time I saw his hologram I had goosebumps. So it was very emotional, and very brave of Tracy and Charlotte Dawson.”

This was the first time a television special anywhere in the world used the technology as its centerpiece. The show was chosen for Pick of the day across all TV listings, which when aired gathered an audience of 5.8m, a 25% share of audience. During and following the show the Les Dawson was a global sensation trending globally.

Video: www.youtube.com/watch?v=47q6l3ddxnc



NARENDRA MODI

INDIA NATIONAL ELECTIONS 2014

Narendra Modi, who is now the Prime Minister of India, sent his hologram live to rallies of supporters in 1,500-plus locations across the country this election season, according to a spokesman for his Bharatiya Janata Party. Indians filed in from towns and villages to look up as the lights blinked on and the candidate from the Hindu nationalist opposition suddenly appeared before them.

Modi was filmed in a studio and then broadcast live via satellite to a series of stages that were trucked around India, either on platforms that could be assembled and broken down or in more modest, self-contained shipping units.

Indeed, the equipment list alone is staggering: over 30,000 square meters of patented holographic projection foil; 200 Christie 20k and 14k projectors; 400 satellite power amps; and 14,000 meters of speaker and power cables.

The event was brought to life by a team of 300+ technicians formed of AV experts, cameramen, satellite tech, production staff and who worked 24/7 to bring success to this project.

Audience numbers at all the Modi-via-satellite rallies combined added up to at least 12 million people and concurrently Modi went on to win the election.

Video: www.youtube.com/watch?v=nhFvCMR4j4I



PSY

HOLOGRAM CONCERT

An amusement park near Seoul in South Korea has a new must-see tourist attraction - a Korean pop-music (K-pop) hologram theatre. The theater's popularity has been boosted by South Korean rapper Psy and his global hit 'Gangnam Style'.

- ▶ THE 380-SQUARE-METRE THEATRE CAN ACCOMMODATE 100 VISITORS AT ONCE, WHO CAN VIEW RECORDINGS OF PSY'S PAST CONCERTS.
- ▶ THE 3D RECORDINGS RUN 16 TIMES PER DAY FOR VISITORS EVERY 30 MINUTES. THE THEATRE RECEIVED OVER 30,000 VISITORS DURING ITS FIRST WEEK.

Video: youtu.be/MIsEKRWksWM



HOLOGRAM TRUCK RENTAL

CUSTOMIZED HOLOGRAM EXPERIENCE AT YOUR EVENT / VENUE!

Hologram Trucks Rental - Premier way to Separate your Brand

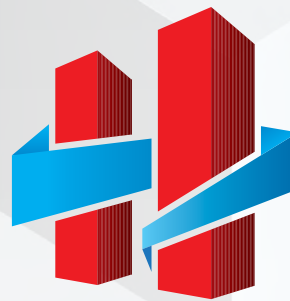
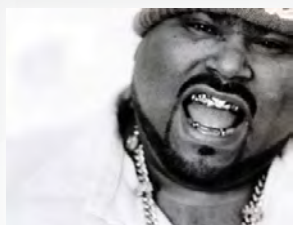
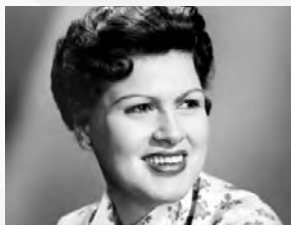
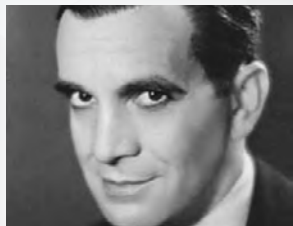
Includes: Hologram Truck 1 full Event Day, Hologram Talent Performance (Recorded in our Beverly Hills Studio or live), 500k guaranteed impressions / views, Advirally Promotions, Hologram Billboard, On Scene Production Crew

Additional Options: Celebrity Holograms, Tours, Multiple Venues, Wrapped Truck

Booking: Limited Availability, Must Reserve & Deposit required

- ▶ HOLOGRAM TRUCK DAY RENTALS AT YOUR VENUE, CONCERT, PROMOTION, ANY EVENT!!
- ▶ SHOWCASE YOUR EVENT WITH A LIVE PERFORMANCE IN HOLOGRAM!
- ▶ CUSTOMIZE YOUR HOLOGRAM TRUCK PERFORMANCE TO WOW YOUR AUDIENCE!
- ▶ GREAT FOR BRANDING!

Video: <https://youtu.be/UTlDdZpyMp8>



HOLOGRAMUSA

HOLOGRAM LIVE CONCERT SERIES

2016-2017

SPONSORSHIP, BRAND INTEGRATION,
VENUE, TITLE SPONSORSHIPS, AND OTHER
HOLOGRAM ADVERTISING OPPORTUNITIES

2016 2017

**Liberace
Roy Orbison
Billie Holiday
Buddy Holly
Patsy Cline
Tammy Wynette
Whitney Houston**

**Whitney Houston
Bob Marley
Bing Crosby
Nat "King" Cole**

**Disclaimer: This line-up is subject to approval. All events are to be confirmed via talent, featured talent, venue & estate.*



HOLOGRAM OPTIONS

- ▶ HOLOGRAM STAGE SHOWS
 - ▶ HOLOGRAM TRUCK RENTALS
 - ▶ HOLOGRAM DISPLAY BOX
 - ▶ HOLOGRAM BILLBOARD DISPLAY
 - ▶ IN-STORE HOLOGRAM DISPLAY
 - ▶ CELEBRITY HOLOGRAMS
 - ▶ HOLOGRAM ADVERTISING
 - ▶ PERMENANT HOLOGRAM INSTALL
 - ▶ TELEPRESENCE “LIVE”
 - ▶ CORPORATE MILITARY COMMUNICATION
-

ENTERTAINMENT

CONCERTS • TV SHOWS • AWARD CEREMONIES

CORPORATE MARKETING

CONVERENCES • KEYNOTE SPEECHES
PRODUCT LAUNCHES • FASHION SHOWS

EDUCATION

GALLERIES • MUSEUMS • TRADE SHOWS

BRANDING

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